

SEARCH REQUEST FORM

Requestor's Name: Forest Thompson Serial Number: 09/216,206
Date: 2/11/00 Phone: 306-5449 Art Unit: 2763-

Search Topic:

Please write a detailed statement of search topic. Describe specifically as possible the subject matter to be searched. Define any terms that may have a special meaning. Give examples or relevant citations, authors, keywords, etc., if known. For sequences, please attach a copy of the sequence. You may include a copy of the broadest and/or most relevant claim(s).

Abstract Attached

Inventor: Kay, Heidi
Fradin, Russell

Application Date: 12/18/98

Priority Date:

Assignee: { Optimized Internet Advertising Using History to

Title: { Select sites

Key words

Internet server
bid selection
advertisement
database
world wide Web
network
web page
view advertisement
scheduling advertisement
bid selection for presenting advertisement

Description:

A system and a method that includes a Web server which stores advertisements in databases, bidding agents which submit bids to display advertisements in view ^{opportunities} ~~operations~~ which have certain specifications, and bid selection logic which accepts a bid for each particular view operation. View ^{opportunity} ~~operation~~ is the presentation of an advertisement to a viewer. The frequency of advertisements is increased on sites that proved effective, and decreased on ones that have a lower effectiveness.

STAFF USE ONLY

Date completed: _____
Searcher: _____
Terminal time: _____
Elapsed time: _____
CPU time: _____
Total time: _____
Number of Searches: _____
Number of Databases: _____

Search Site
____ STIC
____ CM-1
____ Pre-S
Type of Search
____ N.A. Sequence
____ A.A. Sequence
____ Structure
____ Bibliographic

Vendors
____ IG
____ STN
____ Dialog
____ APS
____ Geninfo
____ SDC
____ DARC/Questel
____ Other